

AMENDMENTS TO THE DRAWINGS:

The attached sheet of drawing includes changes to Figure 6. This sheet, which includes Figure 6, replaces the original sheet including Figure 6.

REMARKS

This application has been amended so as to place it in condition for allowance at the time of the next Official Action.

The Official Action objects to the drawings under 37 CFR 1.83(a) as failing to show every feature of the invention specified in the claims, specifically the subject of claim 12 added by the previous amendment.

Applicant has amended Figure 6 to reflect the addition of a schematically represented alphabet character. This conforms directly to the description in the paragraph spanning pages 11 and 12 of the specification: "The side print 36 may include information of the type of photo film, a lot number, an alphabet and number indicating a film maker and the like, in addition to the number 37 and the barcode 38."

The changes reflected in the replacement sheet for Figure 6 consist entirely of the words "ALPHABET CHARACTER" and a box, together with a lead line connecting the two. Accordingly, the modification does not introduce new matter to the application.

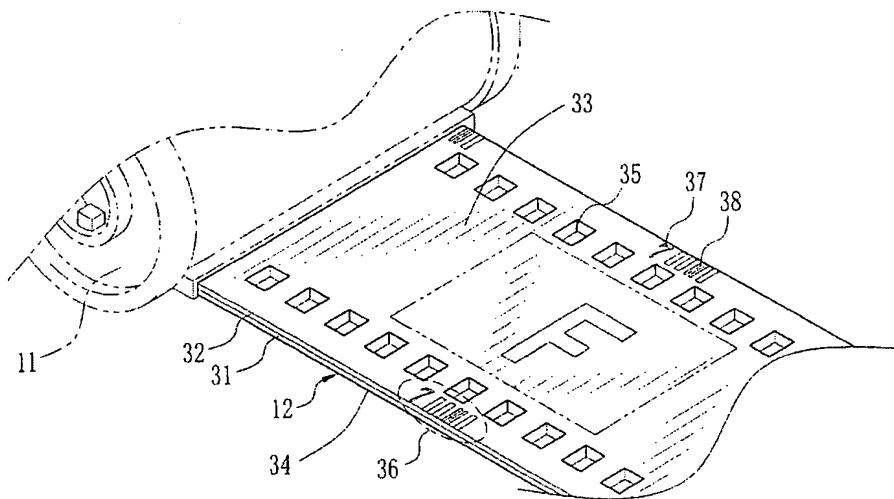
The Official Action objects to claim 6 for failing to define the recited term "W" in the claim or in a claim from which claim 6 ultimately depends. Applicant has amended claim 6 to specifically define such term in agreement with the disclosure found at the bottom of page 3 of the specification as originally filed.

The Official Action rejects claims 1, 11, and 12 under 35 U.S.C. §103(a) as being unpatentable over NORRIS et al. (U.S. Patent No. 5,453,804) in view of SANDA et al. (U.S. Patent Application Publication No. 2001/0036365). Reconsideration and withdrawal of this rejection are respectfully requested for the following reasons:

The Official Action identifies those features of the rejected claim that are considered to be suggested by the primary NORRIS et al. patent, acknowledging that such features do not include the recited side print of claim 1. It is this feature for which the secondary SANDA et al. reference is offered.

The SANDA et al. reference teaches a filmstrip with side printing. However, the orientation of such printing is entirely opposite that of the present invention. As specifically stated in paragraph [0039] of SANDA et al.: "Moreover, the side printing patterns are the *erect right images, viewed from the base surface side* while the first lateral side portion 6c is the upper side of the filmstrip." (emphasis added).

This is directly opposite the approach taken by the present invention. As disclosed in the last full paragraph on page 11 of the present specification, the film base is element 31, and the emulsion is element 32. Both are illustrated in the following reproduction of present Figure 6.



As is clear from this and the remainder of the present application, the characters in the side printing are oriented correctly when viewed from the emulsion (32) side of the film. In the SANDA et al. reference, they are instead oriented correctly when viewed from the base side.

Such orientation is now recited in claim 1 by way of the present amendment.

As the combination of references not only fails to teach or suggest the full set of features of the current claims, but further teaches directly away from such features, applicant respectfully suggests that the present obviousness rejection cannot reasonably be maintained.

The Official Action rejects the following sets of claims as unpatentable over applied references as follows: claims 2 and 3 over the combination of references applied against claim 1, and further in view of ABE (U.S. Patent No. 6,388,738); and claims 5 and 7 over the combination of references applied against claim 2,

and further in view of TOBIYO et al. (JP Patent No. 09-197490). The Official Action identifies those features for which the additional references are offered.

However, irrespective of the ability of such additional references to teach or suggest that for which they are offered, such references nevertheless fail to overcome the shortcomings of the NORRIS et al./SANDA et al. combination, in light of the present amendment to claim 1, from which all other claims in the application ultimately depend. Reconsideration and withdrawal of such rejections are therefore respectfully requested.

The Official Action explicitly notes that claims 4, 6, and 8 are allowable but for their dependence from rejected base claims. Applicant has amended claims 4 and 8 into independent form, incorporating the substance of original claims 1 and 2.

In light of the amendments described above and the arguments offered in support thereof, applicant believes that the present application is in condition for allowance and an early indication of the same is respectfully requested.

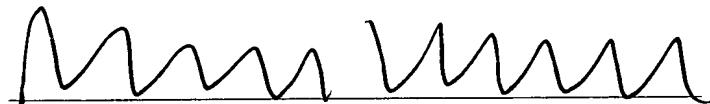
If the Examiner has any questions or requires further clarification of any of the above points the Examiner may contact the undersigned attorney so that this application may continue to be expeditiously advanced.

The Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment

to Deposit Account No. 25-0120 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17.

Respectfully submitted,

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APPENDIX:

The Appendix includes the following item(s) :

- a terminal disclaimer
- a 37 CFR 1.132 Declaration
- a new or amended Abstract of the Disclosure
- a Replacement Sheet for Figure 6 of the drawings
- a Substitute Specification and a marked-up copy of the originally-filed specification
- a verified English translation of foreign priority document